Claims

What is claimed is:

1.   In a television network environment, a method for delivering targeted advertisements to one or more subscribers,

5   the method comprising:

selecting one or more targeted advertisements to be transmitted to a group of subscribers;

organizing the selected advertisements in an advertisement (ad) channel; and

10   transmitting the ad channel to subscriber equipment.

2.   The method of claim 1, wherein the ad channel is a high-speed channel.

15   3.   The method of claim 1, wherein the ad channel is a 6 MHz analog channel.

4.   The method of claim 3, wherein the targeted advertisements are transmitted as analog video.

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5.   The method of claim 1, wherein the ad channel is a 6 MHz digital channel.

6.   The method of claim 1, wherein the targeted advertisements are encoded and transmitted as conventional programming.

7.   The method of claim 1, wherein a plurality of ad channels are transmitted within a single 6 MHz digital channel.

8.   The method of claim 1, wherein the ad channel shares bandwidth with other channels within a single 6 MHz digital channel.

9.   The method of claim 1, wherein a plurality of digital ad channels are transmitted along with a plurality of digital video signals within one 6 MHz channel.

10.   The method of claim 1, wherein the ad channel is a constant bit rate dedicated channel.

11. The method of claim 1, wherein the ad channel is a variable bit dedicated channel.

12. The method of claim 1, wherein the ad channel

5 fluctuates responsive to a system channel.

13. The method of claim 12, wherein the system channel is a programming channel.

10 14. The method of claim 13, wherein bandwidth supplied to the ad channel is inversely proportional to bandwidth used by the programming channel.

15. The method of claim 1, wherein the ad channel is an

15 off-peak download channel.

16. The method of claim 15, wherein the off-peak download channel is a high bandwidth channel.